

RBA

RADIO BROADCASTERS ASSOCIATION

2020 ANNUAL REPORT

HIGHLIGHTS:

100

YEARS

SINCE THE WORLD'S FIRST RADIO BROADCAST

3.4

MILLION LISTENERS

\$238.2

MILLION REVENUE

20.95%

NZ MUSIC CONTENT

32%

OF LISTENERS TUNED IN MORE
DURING LOCKDOWN THAN PRE-PANDEMIC

THE YEAR IN NUMBERS

ESTIMATED NUMBER OF PEOPLE
EMPLOYED BY RBA COMMERCIAL
STATIONS – IN THE REGION OF

1500

ANNUAL RADIO REVENUE

\$238.2
MILLION

% OF ALL NZ ADVERTISING
REVENUE

9.7%

APPROXIMATE # OF COMMERCIAL
RADIO FREQUENCIES

780

OF RADIO
STUDENTS IN 2020

236

OF LISTENERS AGED 10+ TO ALL
RADIO AS AT S4 DECEMBER 2020

3,635
MILLION,
82.7% OF ALL NEW ZEALANDERS*

OF LISTENERS AGED 10+ TO
COMMERCIAL RADIO AS AT S4
DECEMBER 2020

3,361
MILLION,
76.5% OF ALL NEW ZEALANDERS*

*GfK Radio Audience Measurement, Survey 4 2020,
Total NZ, Cumulative Audience (000.0 and %),
Mon-Sun 12mn-12mn, People 10+.

“Radio always provides news and entertainment 24/7 365 days of the year but when something like COVID hits, all radio stations are focused on giving their listeners what they need when they need it. Sometimes that's the latest information and sometimes as the weeks rolled on, that was a welcome distraction from the pandemic. I think everyone in the industry was more focused than they have ever been on audiences in 2020 in a real time basis”.

Jana Rangooni, RBA CEO

FROM THE RBA CHAIRMAN, CAM WALLACE

Having only joined the radio industry in 2021, my reflections of 2020 are largely from the sidelines.

Starting the year at Air New Zealand and ending it joining MediaWorks,

I saw first hand the impacts that COVID-19 had on all sectors of the New Zealand economy. COVID-19 came without much warning which meant there was little time for many businesses to plan or pivot before we went into lockdown and making strategic decisions on a daily, if not hourly, basis.

Radio in particular showed its ability to step up in a time of crisis and provide audiences the information they needed right from the moment lockdown was mentioned. As an essential service the industry continued to operate under strict COVID-19 guidelines with the majority of staff, including broadcasters, working from home.

Technical teams worked tirelessly to allow people to be able to produce content remotely. News and broadcast teams also worked around the clock to provide the information audiences across the country wanted, and advertising and creative teams worked to amend, or cancel, almost every advertisement on every radio station.

The media sector in New Zealand faced the irony of drastic advertising losses when the pandemic hit, while at the same time experiencing unprecedented demand from audiences. ASA figures released early this year show an overall decline of around 15% for radio advertising – but during the second quarter of 2020, most stations saw revenue decline by more than 50%.

On behalf of the radio industry, I would like to thank the



government for its support for the sector in terms of the relief it provided with Kordia/transmission costs and most importantly, its COVID-19

advertising commitment which went some way to support the sector alongside the general economic support packages when we had to produce more live and local content – all while facing dramatic declines in revenue.

As we look to the future, we continue to look to the government for its commitment to provide the regulatory framework for a healthy and sustainable media sector in New Zealand. Governments worldwide are finally starting to tackle the issues created by having largely unregulated global competitors competing for both audiences and local revenue. In New Zealand we see the digital sector now taking more than \$1,241 million in advertising revenue with the vast majority of that leaving New Zealand's shores.

The media does not need a hand out, but it does need to be able to compete in the same fair and equitable marketplace the likes of the Commerce Commission and Broadcasting Act currently require us to operate in. As the government looks to develop its public broadcasting legacy, it is more important than ever any such entity is only allowed to evolve in an ecosystem that also includes healthy local commercial players.

I would like to congratulate all RBA members for their work throughout a very challenging 2020, as well as the RBA Board. Thank you to Jana and Janine who undertook all our efforts again last year to ensure that despite being small, we make an impact as an effective industry body.

FROM THE RBA CEO, JANA RANGOONI

Kia Ora Tatou

Firstly I would like to thank all RBA members for their support in 2020 and welcome to all new members. We have tried hard to stay in contact throughout

the year and ensure you had the information and support you needed through probably one of the most challenging years any of us have faced in this industry.

There is no doubt the work we do as an industry with CDEM and NEMA in terms of our coverage of and relationship through many Civil Defence emergencies in New Zealand stood us in good stead to both handle COVID-19 when it hit, but also ensure the government understood the important role radio plays from the start. Even before we had gone into lockdown, we had started conversations with the AOG response team via NEMA into the support we could provide.

Both NEMA & GfK's research shows radio is still the primary channel people turn to in an emergency for the latest news and information, the background and context to what is happening, what local information matters to them and also company and entertainment for distraction when required. Through lockdown all stations were very aware of the role we played in supporting people's mental health and wellbeing at what was a strange and often scary time for New Zealanders worried about their health and livelihoods.

While radio has proved itself to be a critical medium in so many emergency situations in New Zealand, we have never had a national crisis to respond to like this.

We adapted all our normal industry work which was rolling out during COVID-19.



We worked with GfK to deliver 3 out of 4 radio survey releases in the year to ensure our industry and advertisers had up to date information about audiences.

We were one of the first industry awards to happen during lockdown and worked closely with The Project team to deliver a streamed awards show presented by Jeremy Corbett and helped other industry awards with ideas to pivot from live to pre-recorded or streamed events.

We agreed a new voluntary NZ Music Code with the Minister of Broadcasting and 20 years after putting the original code in place, we are pleased to be playing over 20% New Zealand music across the commercial radio industry in New Zealand. Thanks largely to the great music being produced and a number of initiatives we have put in place to better monitor performance on a real time basis.

We have also instigated a new measurement as part of the agreement which looks at the number of "impacts" of New Zealand music we deliver each year which allows us to compare our music delivery impact to that of streaming. In 2020 we delivered 2.14 billion NZ music impacts via radio compared to around 748 million streams of NZ tracks via streaming platforms in the same period.

While a challenging year for all sectors, the RBA demonstrated what an agile and lean industry body can do to support its sector when needed and I look forward to working with Janine to do the same for you again in 2021.

Nga Mihi Nui

NZ MUSIC

New Zealand music airplay increased in 2020 reaching 20.95% against the 20% target.

Genre	2020 Actual	Top Station
Pop	24.06%	ZM Network
Rock	17.03%	Bayrock
Beats R & B	30.98%	Niu FM
A/C	15.47%	Life FM
Dance	23.64%	Pulzar FM
Overall	20.95%	

The Top 10 Most Played NZ songs in 2020 were:

Rank	Title	Artist
1	The Greatest	Six60
2	Come Home	Sons of Zion
3	Catching Feelings	DRAX Project feat. Six60
4	Give	Stan Walker
5	Bright Blue Skies	Mitch James
6	Old News	Mitch James
7	Soaked	BENEE
8	All This Time	DRAX Project
9	Prefer	DRAX Project
10	Toto	DRAX Project

2020 NZ RADIO AWARDS

There were strong entries again in 2020 – 569 received, indicating the continuing support for the awards.

Winners of the major categories were:

STATION OF THE YEAR:

Network – Joint Winners More FM & The Breeze;
Non-Network – Radio 1XX.

OUTSTANDING CONTRIBUTION TO RADIO:

Awarded to Dean Buchanan & Glenn Smith.

SERVICES TO BROADCASTING:

Raylene Ramsay, Nicki Reece, Murray Lindsay & Barry McConnachie.

SIR PAUL HOLMES BROADCASTER OF THE YEAR:

Awarded to Bryce Casey.

‘THE BLACKIE’ AWARD:

Bryce Casey’s 58 Hours Ten Pin Bowling, The Rock Network.

AIR PERSONALITY OF THE YEAR:

Best Talk Presenter Breakfast or Drive – Mike Hosking, Newstalk ZB Network; **Best Talk Presenter Other** – Marcus Lush, Newstalk ZB Network; **Best Music Host or Team Non-Surveyed Market** – More FM Rodney Breakfast with Brent & Jacque; **Best Team Show Music Network** – The Rock Drive Home with Jay & Dunc; **Best Music Host Local** – Will Johnston, The Hits Bay of Plenty; **Best Host Music Network** – Robert Scott, The Breeze Network; **Best Music Breakfast Show Local** – Callum & P, The Hits Dunedin/Southland; **Best Breakfast Show Music Network** – Fletch, Vaughan & Megan, ZM Network.

Thanks to our sponsors & supporters for 2020, RCS, GfK, NZ On Air & the NZ Broadcasting School. As usual, financial support also came from within the industry – MediaWorks, NZME, Radio Tarana, Radio New Zealand, The Radio Bureau and the RBA.

ADVERTISING STANDARDS AUTHORITY

In 2020 there were complaints about 39 radio advertisements.

The ASA ruled complaints about 12 of the advertisements raised issues to be considered by the Complaints Board and complaints about the other 27 advertisements had no grounds to proceed.

The Complaints Board settled complaints about 7 of the advertisements as they were removed on receipt of the complaint. One advertisement was upheld by the Complaints Board and 4 were not upheld.

Complaints about the 12 advertisements accepted to go before the Board raised issues about truthful presentation (6), social responsibility (2) and taste and decency (4).

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COMPLAINTS

BROADCASTING STANDARDS AUTHORITY

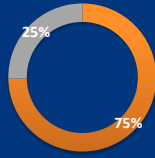
During 2020, there were 40 decisions released following complaints of potential breaches of the Radio Code by RBA members, of which 5 were upheld. This compares with 25 in 2019 with 1 upheld.

For all radio stations, the number of decisions released was 42 (29 in 2019) with 6 of these upheld (2 upheld in 2019).

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DECISIONS

3.4 MILLION KIWIS LISTEN TO COMMERCIAL RADIO EACH WEEK



- 75% of listeners reside in the five major metropolitan areas (Auckland, Waikato, Wellington, Christchurch & Dunedin)
- 25% live in other locations within New Zealand
- Audiences have a choice of network, local, independent, student and Iwi stations with AM/FM frequencies across New Zealand and online



Source: GfK New Zealand Commercial Total New Zealand Survey 4 2020, Mon-Sun 12mn-12mn, People 10+, Cumulative Audience % (Unless otherwise stated).

LISTENERS TUNE IN FOR AN AVERAGE OF 16 HOURS 51 MINUTES EACH WEEK



57% LISTEN DURING BREAKFAST

Mon-Fri 6am-9am



52% LISTEN DURING DRIVE

Mon-Fri 4pm-7pm



61% LISTEN DURING WEEKENDS

Sat-Sun 12mn-12mn



60% LISTEN DURING THE WORKDAY

Mon-Fri 9am-4pm



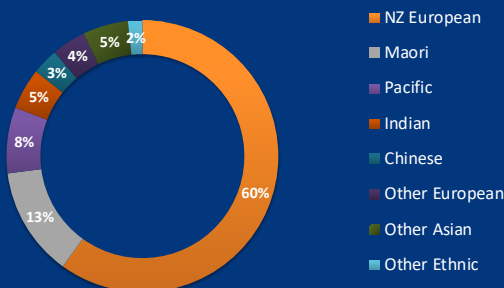
25% LISTEN DURING WEEKNIGHTS

Mon-Fri 7pm-12mn

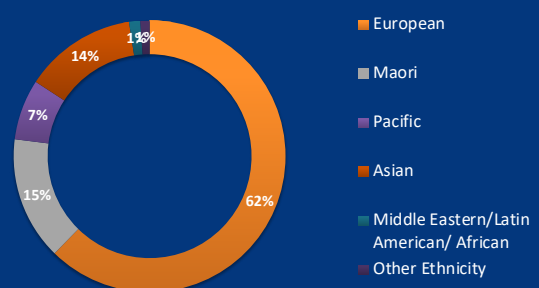
Source: GfK New Zealand Commercial Total New Zealand Survey 4 2020, People 10+, Cumulative Audience % (Unless otherwise stated).

LISTENER MAKE UP REFLECTS NEW ZEALAND'S DIVERSE POPULATION

Radio Audience Ethnicity Breakdown*



2018 Census Ethnicity Breakdown^



Source: *GfK New Zealand Commercial Total New Zealand Survey 4 2020, Mon-Sun 12mn-12mn, People 10+, Cumulative Audience % (Unless otherwise stated). ^2018 Census ethnic group summaries: Ethnicity, culture and identity. Published by Stats NZ.

WHY PEOPLE LISTEN

FOR INFORMATION

- News
- Sport
- Weather
- Traffic
- Community notices

FOR ENTERTAINMENT

- Music
- Personalities
- Competitions
- Features
- Humour

FOR COMMUNITY

- Talkback
- Local shows
- Languages
- Culture
- Events



Why Radio Matters in An Emergency

Which medium provides information about what to do during or immediately after a disaster



Source: GfK New Zealand Commercial Total New Zealand Survey 3 2020, Mon-Sun 12mn-12mn, People 10+, Cumulative Audience %. Respondent sample 12,071.

RBA COUNCIL MEMBERS (REPRESENTING RBA FULL MEMBERS)

- Cam Wallace**, MediaWorks (Chair as at January 2021)
- Leon Wratt**, MediaWorks (Executive Board Member)
- Wendy Palmer**, NZME (Executive Board member)
- Michael Boggs**, NZME (Executive Board Member)
- Glenn Smith**, Radio Bay of Plenty (Executive Board Member)
- Robert Khan**, Radio Tarana (Executive Board Member)
- Paul Hannah-Jones**, Best News Entertainment
- Andrew Fraser**, Rhema Media
- Mike Regal**, Radio Wanaka
- Shelly Walker**, Beach FM
- Geoff Anderson**, Peak FM
- Donald Parkinson**, Central FM
- Andrew Jeffries**, Brian FM

RBA SUB-COMMITTEES

TECHNOLOGY & DAB COMMITTEES

Bill Hays (NZME, Chairman), **Anthony Crawford** (NZME), **Jana Rangooni** (RBA), **Ray Smith, Blake Beale & Christian Boston** (MediaWorks), **Vern Talbot & David Broad** (Independents), **Andrew Fraser** (Rhema Media) & **Mark Bullen** (RNZ).

RADIO INDUSTRY RESEARCH COMMITTEE

Jana Rangooni (Chairman, RBA), **Peter Richardson** (The Radio Bureau), **Mike McClung & David Brice** (NZME), **Leon Wratt & Johnathan Schaffer** (MediaWorks), **Nick Campbell** (Radio New Zealand), **Robert Khan** (Independents), **AnneMarie Leitch** (Agencies) & GfK representatives.

RADIO INDUSTRY AWARDS COMMITTEE

Jana Rangooni (Chair, RBA), **Mike McClung** (NZME), **Rodger Clamp** (MediaWorks), **Janine Bliss** (RBA) & **Willy Macalister** (RNZ).

PODCAST SUB-COMMITTEE

Jana Rangooni (Chair), **Richard Culph** (MediaWorks), **Richard Coles** (NZME), **Phil Grey** (Free FM), **Tim Watkin** (RNZ) & **James Butcher** (NZME).

NZ MUSIC CONTENT MONITORING COMMITTEE (TO COMMENCE IN 2021)

Jana Rangooni (RBA), **Paul Kennedy** (Radioscope), **Damian Vaughan** (RMNZ), **Leon Wratt** (MediaWorks), **Mike McClung** (NZME), **Jeff Newton & David Ridler** (NZ On Air), **Dylan Pellett & Mikee Tucker** (IMNZ), **Cath Andersen** (NZ Music Commission) & recording label representatives.

FULL MEMBERS

NZME	MediaWorks	Best News Entertainment
Rhema Media	Radio Tarana	Radio Bay of Plenty
Beach FM	Radio Wanaka	Central FM
Peak FM	Brian FM	

ASSOCIATE MEMBERS

Pacific Media Network	Humm FM	Radio New Zealand	Radio Samoa
Free FM	The Station	Southland Community Broadcasters	95bFM

AFFILIATE MEMBERS

Radio Computing Services	GfK



Radio Broadcasters Association

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